



Marketing & Business Development Center

Good & Best Practices for High Performing Sales, Marketing & Business Development

Code	Program Title
ASP634	Advanced Sales Professional Strategies, Processes & Skills
BDM700-1	Business Development Management & Leadership Skills
DAI832-1	Data Analytics, Business Intelligence and Artificial Intelligence Methods for Marketing Management Performance Excellence
XRM975-1	Design of New Products and Services-Risk Management
DSM378-1	Developing and Implementing Strategic and Marketing Plans
DMD880-1	Disruptive Marketing & Business Development Strategies
MRM110-1	Effective Market Risk Management
EMT805-1	eMarketing - Technologies, Processes and Implementation
LNG740-1	Global LNG Markets, Pricing and Competition
KAM530-1	Key Accounts Management and Client Development
MCB380-1	Market Analysis, Competitive Intelligence and Benchmarking
MDS330-1	Market Driving Strategies
QKM828-1	Marketing Knowledge Management System
BSM702-1	Sales and Marketing Manager Skills
SPS633	Sales Professional Strategies, Processes & Skills